

Selling 'tough topics' to the boss

'Physician, heal thy self'



- Take a step back and evaluate your operation
- How WAS your relationship with the former commander?
- How IS your relationship with the current staff

Do your homework



- What do you know about the incoming commander?
- Do you have examples of other post newspapers doing a good job of covering tough, sensitive topics?

The Eagle has landed

- You have a new boss with a new agenda
- Listen to the commander's goals when they take command
- Determine how your newspaper can maximize delivery of that message



Courtesy call with the boss

- Your time to sell the commander on how you will deliver their message to the troops
- Explain internal information mission
- Credibility
- We do it better than anyone



Live to fight another day

- Ultimately, it is the commander's newspaper
- Wage your campaign at lower levels -- deputy, chief of staff, other key staff members

